Education and Learning checklist &



PUBLISHED WITH Guardian Weekend ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The Education & Learning Checklist is a full-colour, tabloid-sized double-page spread of advertorial content published in Guardian Weekend Magazine issued with the weekly newspaper.

Guardian Weekend Magazine's readership is well balanced, including parents and pupils, as well as teachers, and students. Guardian Weekend Magazine is the perfect vehicle to showcase the Education & Learning Checklist which will serve as an essential guide to help students of all ages make the best and most informed choices available to them.

The Education & Learning Checklist will feature a high-quality selection of vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, and evening or flexible learning classes. As well as early years, primary, secondary, and higher education.

Education & Learning Checklist is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made.

PARTICULARLY CONSIDERING

- The Guardian readers spend £81 a week on groceries
- 65% of readers say The Guardian helps them to make up their mind
- 85% of The Guardian readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased.



867k

Saturday print readership of *The Guardian*

83%

trust The Guardian's content

— making it the most trusted
newspaper in the UK

65%

of readers say *The Guardian* helps them to make up their mind

54%

of readers believe they are more likely to respond to an advert if it appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of Guardian
 Weekend Magazine are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

RATE CARD

Third page £8,500

Quarter page £6,750

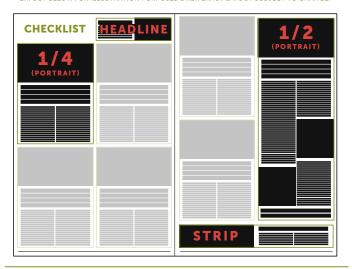
Sixth page £5,000

Competition upgrade £1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4, 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 118 x 132 mm

Images

Landscape: 118 x 63 mm Portrait: 57 x 118 mm

Total word

count

EIGHTH PAGE

Total word count 200-250 words

Call to i.e. Discount offer, websi phone, or social links

i.e. Discount offer, website, phone, or social links 2 images + logo

Call to i.e. Discount offer, website, phone, or social links

Images 1 image + logo

70-100 words

STRIP Landscape: 240 x 42.5 mm

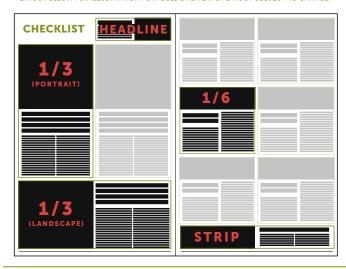
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3, 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY, EXACT LAYOUT SUBJECT TO CHANGE



THIRD PAGE

Total word

Landscape: 240 x 87 mm Portrait: 118 x 178 mm

count

Call to i.e. Discount offer, website, action phone, or social links

Images 2-3 images + logo

200-300 words

SIXTH PAGE

Landscape: 118 x 87 mm

Total word count

120-150 words

Call to i.e. Discount offer, website, phone, or social links

1-2 image + logo

HEADLINE Landscape: 118 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio.
 We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 15 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to *production@hurstmediacompany.co.uk*. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service *wetransfer.com*. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, Hurst Media will layout your advertorial within the pre-approved house style of the publication.
- Supplied copy will by subedited by Hurst Media's editorial team.
 Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25

CONTACT DETAILS

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Education Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Guardian Weekend Magazine*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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